

ORDER



Orders	Order / Rev:	198382
	Alt Order #:	06841634
	Product Desc:	8/22-8/27 AMER. FOR PROSPERITY
	Estimate:	304
	Flight Dates:	08/22/12 - 08/27/12
	Original Date / Rev:	08/14/12 / 08/14/12
	Order Type:	REG

WVBT

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	Mentzer Media Services
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Avenue
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Americans For Prosperity
	Demographic:	A50+
	Product Codes:	PL2
	Priority:	P1
	Revenue Codes:	AGY, POL, POL-ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	IN15077/IN15162/SP9358
Agency External ID:	IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	4	\$2,600.00	\$2,210.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	4	\$2,600.00	\$2,210.00	0.00
Totals	4	\$2,600.00	\$2,210.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WVBT	5%	\$2,600.00
Market	100%	\$52,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	35%	\$18,200.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	22%	\$11,440.00
WTVZ	0%	\$0.00
WVEC	38%	\$19,760.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/24/12	08/24/12	Fri Hour 1 Fri 8-9p	CM	8-9p	----F--	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
HOUSE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	----F--		1		\$600.00		0.00					
E 2	WVBT	08/25/12	08/25/12	Sa 10-1044p Fox News @10 Sat	CM	10-1045p	-----S-	:30	1	\$700.00	P2	0.00	NM	1	\$700.00

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Product Desc: 8/22-8/27 AMER. FOR PROSPERITY
Estimate: 304
WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SATURDAY LAT ENEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$700.00		0.00			
E 3	WVBT	08/26/12	08/26/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$100.00	P2	0.00	NM	1	\$100.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$100.00		0.00			
E 4	WVBT	08/26/12	08/26/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
SUNDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$1,200.00		0.00			
													Totals	4	\$2,600.00